



The City of Seattle

Pioneer Square Preservation Board

Mailing Address: PO Box 94649, Seattle WA 98124-4649
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PSB 283/19

MINUTES for Wednesday September 4, 2019

Board Members

Kianoush Curran
Brendan Donckers
Carol O'Donnell
Audrey Hoyt
Emma McIntosh
Alex Rolluda, Chair
Felicia Salcedo

Staff

Genna Nashem
Melinda Bloom

Absent

Lynda Collie
Alise Kuwahara Day

Chair Alex Rolluda called the meeting to order at 9:00 a.m.

090419.1 APPROVAL OF MINUTES:
June 19, 2019 Deferred.

090419.2 APPLICATIONS FOR CERTIFICATES OF APPROVAL

090419.21 Pioneer Square Hotel
77 Yesler Way

Mr. Rolluda recused himself.

Alteration of the façade to accommodate a new internal garbage room

Bob Hale, Rolluda Architects, explained that both applications he would present today are related. In this application he proposed addition of garbage room on the west side of the building; the alley is vacated. He provided context photos and walked board members through the drawings. He said that dumpsters historically

have been on back side of building. He said the roll up door will match the garage door, existing dark green windows and trim. He said an up light will be installed above garage door. He said they have coordinated with Seattle Public Utilities and Seattle Department of Transportation.

Ms. O'Donnell asked if historic brick will be removed.

Mr. Hale said it will at the southwest corner; they will go to existing brick joint. They will salvage and store brick for future use. He said they are unable to reuse the bricks on the other project as they do not match.

ARC report: Ms. O'Donnell said ARC reviewed the plans provided. ARC noted they proposed to install the new opening between joint line in the brick. A joint line like that is unusual for construction so it is thought to be infill, but the brick matches so closely that it is not an obvious infill. The ARC thought because of the joint line that it was an appropriate location for the garage doors and that the color and material were appropriate and compatible with the building.

Public Comment: There was no public comment.

Mr. Donckers said the removal of historic brick gives him pause.

Ms. Nashem cited SOI 16 and 21. She said cutting is between the joint lines in an area that appears to be a previous infill.

Mr. Donckers said the west facing portion of the building may be used more with the viaduct down.

Action: I move to recommend granting a Certificate of Approval for alteration of the façade for a new garage door to accommodate a new internal garbage room all as presented. Salvaged brick will be stored on site for any future building repairs.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 4, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

Pioneer Square Preservation District Rules

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

In addition to the Pioneer Square Preservation District Ordinance and Rules, The Secretary of the Interior's Standards for Rehabilitation with Guidelines for Rehabilitating Historic Buildings, and the complete series of Historic Buildings Preservation Briefs developed by the National Park Service shall serve as guidelines

for proposed exterior alterations and treatments, rehabilitation projects, and new construction. (7/99)

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. (7/99) In considering rehabilitation projects, what is critical is the stabilization of significant historical detailing, respect for the original architectural style, and compatibility of scale and materials.

Secretary of Interior's Standards

10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Interpreting the Standards Bulletins

21. Adding New Openings to secondary facades -

<https://www.nps.gov/tps/standards/applying-rehabilitation/its-bulletins/ITS21-NewOpenings-SecondaryElevations.pdf>

16. New Infill for Historic Loading doors

<https://www.nps.gov/tps/standards/applying-rehabilitation/standards-bulletins.htm>

MM/SC/KC/EM 5:0:1 Motion carried. Mr. Rolluda recused himself.

090419.22

Pioneer Square Hotel Annex

110 Alaskan Way

Mr. Rolluda recused himself.

Exterior lighting and brick veneer selection

Bob Hale, Rolluda Architects, explained that there was supposed to be enough brick in salvage from previous building to cover 60% of the new façade. It was discovered that there is only enough brick to cover 8% of the front façade and the rest of the brick will have to be new. He proposed using a brick blend like what was used at the Louisa Hotel renovation. He said it matches what is on the rear of building. He said he may have to come back as one of the proposed bricks has been discontinued. He said three surface-mount can lights with vertical cut off will be installed on front; color is dark bronze. He said three lights will be installed on the alley side above the garage doors; color to be dark bronze. He said no conduit will show; wires will be concealed.

ARC report: Ms. O'Donnell reported that ARC reviewed the plans and light fixtures proposed. The applicant explained that there are only enough salvaged bricks for 8% of the front façade. He proposed mixing in the salvaged brick with a combination of new Mutual Materials brick: Old University, Mutual Used, and Vintage. The combination of bricks is intended to provide a mix of color and texture compatible

with other Pioneer Square buildings. The application showed an example of where the combination was used on the Louisa building in the ISRD. The ARC thought the brick combination was compatible and the lighting was compatible.

Staff report: Ms. Nashem reported that in 2008, a stop work order was issued. There was an expired Certificate of Approval for rehabilitation of the existing building. A different architect applied for and was granted a new Certificate of Approval for rehabilitation of the existing building. The C of A included removing the brick and reinstalling the brick with clips for seismic improvements. Shortly after, the historic contributing building was completely demolished without a Certificate of Approval for demolition. SDCI had issued a demolition permit. After litigation the previous architect applied for a Certificate of Approval for new construction with a new design that differentiated the new design from the historic building which was demolished. The conditions for that COA were that the salvaged brick was to be reinstalled woven in with new brick. The applicant at that time said that the existing brick could cover 60% of the new Alaskan Way façade. Later Mr. Hale took over the project and amended the design with new Certificates of Approval. Mr. Hale is back before the Board because it was discovered that there was not enough salvaged brick in storage to cover 60% of the façade but only about 8%. He is proposing a combination of brick to be woven in with the historic brick on the Alaskan Way façade. He is also applying for lighting.

Ms. McIntosh asked if all lighting will be attached through mortar.

Mr. Hale said probably junction boxes will be built into new veneer.

Ms. O'Donnell said the light is subdued and compatible and the brick blend will be attractive and compatible with the district.

Public Comment: There was no public comment.

Action: I move to recommend granting a Certificate of Approval for Exterior lighting and brick veneer selection mixing salvaged brick from the demolished building with new Mutual Materials brick: Old University, Mutual Used, and Vintage. All as proposed.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 4, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

Pioneer Square Preservation District Rules

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In addition to the Pioneer Square Preservation District Ordinance and Rules, The Secretary of the Interior's Standards for Rehabilitation with Guidelines for Rehabilitating Historic Buildings, and the complete series of Historic Buildings Preservation Briefs developed by the National Park Service shall serve as guidelines for proposed exterior alterations and treatments, rehabilitation projects, and new construction. (7/99)

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District

The following architectural elements are typical throughout the District and will be used by the Board in the evaluation of requests for design approval:

- A. Building materials. The most common facing materials are brick masonry and cut or rusticated sandstone, with limited use of terra cotta and tile. Wooden window sash, ornamental sheet metal, carved stone and wooden or cast-iron storefronts are also typically used throughout the District. Synthetic stucco siding materials are generally not permitted. (7/99)
- B. Color. Building facades are primarily composed of varied tones of red brick masonry or gray sandstone. Unfinished brick, stone, or concrete masonry unit surfaces may not be painted. Painted color is typically applied to wooden window sash, sheet metal ornament and wooden or cast-iron storefronts. Paint colors shall be appropriate to ensure compatibility within the District. (7/99)

Secretary of Interior's Standards

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

MM/SC/AH/KC 5:0:1 Motion carried. Mr. Rolluda recused himself.

090419.23 **Pioneer Square Station Prefontaine Headhouse**
425 3rd Ave

Alterations to the headhouse structure

ARC report: Ms. O'Donnell reported that ARC reviewed the plans and renderings provided. They thought that the change to LED rope from neon was compatible and practical. They thought the light while a cool white was in an acceptable range and appreciated the improvement in light quality. They thought the speakers were discrete. ARC recommended approval.

Staff report: The structure is not historic so the Board will look at in terms of if the changes are still compatible with the District overall.

Carrie Avila-Mooney, Sound Transit, explained the effort to improve the area around the head house. She said it is a City improvement project; Sound Transit doesn't own it yet. She said improvements are needed immediately.

Erin Green, Sound Transit, oriented board members to the site at the entrance to the transit tunnel. She said the headhouse was built in 1990 of concrete and steel with plexi on the sides. She said it was inventoried as a non-contributing building in the district.

Pat Tsnaka, Sound Transit, proposed in-kind replacement of the transparent Plexiglas with graffiti coating; lighting changes involved replacement of old neon with LED rope light, replacement of cylinder light with strip lights to meet Sound Transit standards. Lighting will be consistent level throughout the head house. Light will shine through plexi to increase light outside. Globe light will get new LED, globe will remain; pole to remain. Speakers will be installed to play music; speakers will be surrounded by cage for protection. Cage to be painted to match/blend in. Music will provide mellow environment.

Ms. Avila-Mooney said the music will activate the area and provide security by discouraging congregating around the station. She said the Alliance for Pioneer Square was concerned with hostile design of the station area. She said they are working with a curator who does music; classical will be played at night. She said they don't want to disturb residents.

Ms. McIntosh asked if this is being done at other stations.

Ms. Avila-Mooney said at Tukwila, Benaroya, and Federal Way. Responding to clarifying questions, she said the speakers will be installed around the block and will be played during non-revenue service. That the music will be locally curated is new for Sound Transit.

Public Comment:

Jonpaul Jones said originally, they tried to have speakers for announcements; it was rejected. He said to be careful, they can turn into problems.

A member of the public asked if impact study was done to see how music will impact residents in the area. The riders are temporary.

Ms. Avila-Mooney said they haven't done a study; they are looking at security incidents and responses.

Dan Strauss, CM Bagshaw office, spoke in favor of both projects. He noted the need to activate the space and pushed Sound Transit to move more quickly. He said this is part of a larger project and noted efforts to clean up City Hall Park.

Liz Stenning thanked the presenters. She asked if work would be done before Connection 2020.

Ms. Avila-Mooney said there is a window of opportunity to do heavy construction before the Northgate Station is active in January 2020. She said there will be a 10-week period of heavy construction. There will be three weekend closures where a single track will be available and there will be four-car trains. She said a temporary platform must be installed to allow for single tracking.

Board Discussion:

Ms. Curran asked when music will be played and if there will be any quiet time.

Ms. Avila-Mooney said music will play 24/7.

Ms. O'Donnell asked if outreach around the station had been done.

Ms. Avila-Mooney said no. She said the volume will not impact residents and they will track it closely.

Ms. Hoyt asked if music is to deter unwanted behavior.

Ms. Avila-Mooney said it is a CEPTED tool to discourage aggressive behavior. She said the music will be locally curated and will make it more pleasant.

Ms. McIntosh asked if signage is planned.

Ms. Avila-Mooney said no.

Mr. Rolluda said that at the Port / SeaTac they announce that they are playing local artist music.

Ms. Avila-Mooney said that from 1:00 am – 4:00 am classical will be played.

Mr. Donckers said the District Rules neither allow nor forbid speakers / sound. He noted being open to trying it but with a report back and log of complaints and or comments.

Ms. O'Donnell said to be sure they are not in violation of City Noise Ordinance. She said music is subjective; neighbors might not enjoy it. She agreed with Mr. Donckers' suggestion for follow up.

Ms. Avila-Mooney said they can report back in six months.

Ms. McIntosh expressed concern about setting precedent using music for security. She preferred outreach be done beforehand. She said lighting is needed but suggested coming back with the speakers.

Mr. Rolluda said there is nothing in the Ordinance about this.

Ms. McIntosh said it is challenging but that due diligence hasn't been done.

Mr. Rolluda suggested installing the speakers to test for a period of time.

Mr. Donckers suggested 6-month conditional approval.

Ms. Hoyt said if others did this it would change the district and would create a specific sound. She said music is subjective and creates a feeling. She said the neighborhood might want it quiet and outreach should be done before and after installation.

Ms. Curran said residents and business owners should know where and to whom to complain.

Ms. Nashem suggested tabling the speakers pending further information.

Ms. McIntosh said volume and decibel levels are needed as well.

Mr. Rolluda suggested a site visit to test it out.

Action: I move to recommend granting a Certificate of Approval for Alterations to the headhouse structure to include replacing the Plexiglas siding changing light fixtures and adding light fixtures.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 4, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC 23.66.030 Certificates of Approval required

Pioneer Square Preservation District Rules

- III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION
New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

MM/SC/BD/KC

6:0:0 Motion carried as amended.

090419.24

ʔálʔál Together Project

108 2nd Ave S

Final design for demolition of the existing building and new construction of and 8 story, 85-foot mixed use building with ground floor retail and with street scape improvements.

Materials: Brick, concrete, aluminum storefront, vinyl windows, fiber cement board

Uses:

2nd Ave Ext S Street level – 1,038 square feet gallery, 524 square feet residential lobby, 3059 square feet business/ clinic, and building services

Alley level – Chief Seattle Club program spaces and building services

Floors 2-8 - 80 residential units

Rooftop terrace

Johnpaul Jones opened the presentation with shake of a rattle. He said he appreciated the good spirit and guidance for this good project in Pioneer Square and to help the Native and homeless in Seattle.

Colleen Echohawk, Executive Director, Chief Seattle Club, said they are walking a good path honoring ancestors, elders. She thanked the board for their time and said she was excited to see a Lushutseed word and language on the agenda. It is the language of this land. She said we are on Coast Salish territory on what a thriving tribal community that has always taken care of this place. She said that it is a dismal fact that nothing has been preserved. She said this project is historic and is good for all of us; the design of the building is good for all of us. She said she is full of excitement and energy about this project. She explained the project will provide 80 units of housing for Native homeless and said that Native Americans are ten times more likely to be homeless than any other population. She said that is a moral outrage and we should do more about it. She said part of healing is taking back the right to house and heal people; the government took that away and they are taking it back. She thanked the ancestors who are here for pushing us forward.

Heather Hargesheimer, Jones and Jones provided context of the site.

Ellen Mirro, The Johnson Partnership explained she found the building to be non-contributing historic to district. She said there was no extraordinary architectural or historical significance to the building. The building will not be re-used for reasons listed in drawing packet – programming needs, limited design opportunities, etc. She said the building better exemplified the Store and Loft type better in 1937 photo. She said the cornice has been re-done but reused original brackets which will be salvaged for re-use, the windows have been replaced and stucco re-done. She said there is no association with an event or person.

Ms. Hargesheimer said the building is an early example of concrete frame and they studied the feasibility of reusing that. She said they would have had to eliminate one floor and lose 12 units of housing. She said other examples of Store and Loft

buildings in Pioneer Square include the Prefontaine, Frye Garage, Gottstein buildings.

Mr. Jones provided a map of the area showing the original coastline and the territory of the Coast Salish people – extend up to Vancouver Island and down to Chehalis. He said Chief Seattle Club represents a diverse clientele of Native peoples from multiple areas and the building will speak to a lot of Native people. He said there are a lot of things they could draw upon for interior and exterior of the building and at the same time respect the historic nature of the district and integrate Coast Salish art in the design language. It is in the weaving, the language and there are a lot of opportunities to draw from. He said this is a historic place and it is important to communicate that.

Ms. Echohawk said Chief Seattle Club works with the tribes in the area who all consider this place their area. This place was a duck hunting area for the community where people cared for and provided for each other. She said that 80,000 Native people live in King County and came from all over the country. Because of Urban Relocation Act, in 1956 Native people were moved out of reservations and into urban centers like Seattle.

Mr. Jones said they explored how to bring in Coast Salish into the design of a multi-story building. He provided a photo of a Coast Salish longhouse which he said was practical and worked well. He said there were things they keyed off of in design of building.

Ms. Hargesheimer said they explored heights of buildings around the site to arrive at scale of the building. She said they opted not to build to allowable height and instead lowered to 86'. She said they set back the south façade from the Monterey Hotel in order to add windows into south-facing units. She said they notched back the corner to give character along the streetscape. She said the corner is prominent on an interesting street grid. She said they want to be able to read the corner. A gallery-café will have street presence. She said that a series of Native women elders cared for native people coming into the city and inspired the “Matriarch” piece on the south side of the building, her arms up in welcome. She said the Matriarch is based on Coast Salish dress; it is beautiful to look at and will welcome people to the gallery and café to learn more.

Ms. Hargesheimer said the corner is prominent and will be a welcoming point to the building/gallery/café. The area was a duck hunting area and basket weaving was important and provided inspiration for brick patterning. She said the building is a story and said that images telling the story were carefully chosen. Canoes all rowing in the same direction represent working together and duck hunting. Arrows and cedar represent long houses and canoes. Flying geese are used as inspiration for ducks. Detailed cornice with falling rain pattern to heal everyone.

Ms. Echohawk said some of the patterns are hundreds of years old.

Ms. Hargesheimer said they took inspiration from the Monterey Hotel; the base is capped with a similar cornice. She said they did opposite brick body color to complement but not match. She noted the ganged windows and structural frame of the Store and Loft typology. She said they were inspired by imagery of longhouses and proposed use of fiber cement in a manner to give a textured feel of a longhouse. She said the fiber cement siding looks like textured wood and they will vary the exposure. She went over materials and colors and placement on building. She said they will come back to talk about Fortson Square and noted redesign of that space will work with and support this project. She said inset tiles will be placed at front entrances – one at clinic entrance and one at housing. She said a reed pattern is planned to represent the area’s marsh history. She said an outdoor patio space will act as bioretention and will be filled with plants. She said a moss wall is planned for the Monterey façade – on a framework attached to the building. She said a roof deck is included as an alternate; the whole front half of the building will have a green roof with all mechanical pushed to the back.

Mr. Jones said art is planned throughout the interior of the buildings, the windows as well.

Ms. Hargesheimer said hints of design on windows are proposed but they will come back to present that. She said they are in for permit now; SEPA is not required.

Waivers/Departures

1. Minor setback to south to make the corner stand out. 10 x 10 to allow second entrance to the Gallery/Café; entrance to clinic there.
2. Common recreation requirement. As much interior and exterior amenity as possible – Occidental Park, City Hall Park, Kobe Park, Fortson Square Park.
3. Green factor – as much in streetscape as possible not counting roof deck because ‘add-alternate’.
4. One bike stall for every unit per Code; providing 40 inside and full work rack, tools, pump, to allow work on bikes.
5. 2’ setback to alley. Contessa and Monterey buildings built to property line.

Mr. Rolluda asked the height of the moss wall.

Ms. Hargesheimer said it will be 10 – 11’.

Mr. Rolluda asked if canopies are planned on roof height.

Mr. Hargesheimer said no.

ARC report: Ms. O’Donnell reported that ARC reviewed the historic report, plans, rendering and samples provided. ARC noted the lost architectural details of the building, replaced windows and filled in storefront did not have integrity and agreed with the National Register nomination categorization of historic, non-contributing. They thought the building did not have architectural or historic significance. The cornice bracket was identified as original and the applicant will reuse the brackets

on the interior of the space pending inspection of their condition upon removal. The Board thought this was sufficient to comply with the code for demolition.

The applicant explained that they designed a building inspired by the store and loft building style common in Pioneer Square and the architectural details of brick and stone common in Pioneer Square. However, they are using Coast Salish design motifs to express artistic detail. The Board thought that the Departures requested including a set back at the east corner promoted the goal of the District in the code to encourage housing types housing types for all income groups. They thought the waiver of the 2 foot alley dedication was in support of the purpose of the district and that being the alley already had historic buildings and new construction that would not be likely to be removed that the alley would not be widened in other areas and that it was important to keep the alley original width. The applicant indicated they were close to the required green factor but need a departure as they are below it. ARC asked for detail of how much was provided vs how much would be required. In order to encourage residential uses for all incomes this departure was generally supported. The departure to reduce the amount of common recreation was supported because of the amount of recreation opportunities nearby including the Fortson Square next door. The final departure was to provide half the amount of bicycle parking as would normally be required. The applicant said they did outreach to other low-income projects and determined they would be providing more than they anticipated needing.

The Board noted the strong distinction in the base middle and top. They appreciated the nod to the Coast Salish culture in the many aspects of the design. They noted that replacing the tree was necessary for construction and the smaller tree will also make the building to be more visible for a time. They proposed tree is the same species of tree that is there now.

The Board thought that the colors were appropriate and there were design elements that related to the Monterey Building next door. There was some discussion about the brightness of the entry tiles compared to the other colors proposed. The applicant explained that it was an intentional splash to welcome pedestrians, but they would look into toning it down. ARC recommended approval.

Staff report: Ms. Nashem suggested for discussion, but not limited to these points:

Architectural or historic significance. The SMC23.66.115 Demolition asks the Board to determine if the building or structure has no architectural or historic significance; or if any part of the building should be retained because it is significant. The Building has been listed on the District National Register listing as Historic, Non-contributing. Historic because it was built during the period of significance and non-contributing because it has been altered and had lost integrity. The Board should discuss the history of the building and alterations. The National Register listing is one factor to consider as well as the alterations to character defining features of the building and whether it architectural or historic significance that contributes (or not) to the local review district overall.

Height, bulk and scale. The Board should also discuss height, bulk and scale including how it compares to other buildings within a block and the specific design elements create a scale compatible to the surrounding structures and to the District. The maximum height limit on this lot is 120 feet for a residential building. The applicant is proposing 85 feet for the pending application. The Board should refer to SMC 23.66.180, which relates to “Exterior building design” and the definition of “scale” at SMC 23.84A.036.

SMC 23.66.180 provides in relevant part:

To complement and enhance the historic character of the District and to retain the quality and continuity of existing buildings, the following requirements shall apply to exterior building design:

B. Scale. Exterior building facades shall be of a scale compatible with surrounding structures. Window proportions, floor height, cornice line, street elevations and other elements of the building facades shall relate to the scale of the buildings in the immediate area.

SMC 23.84A.036

"Scale" means the spatial relationship among structures along a street or block front, including height, bulk and yard relationships.

Materials and colors. The Board should also discuss materials and colors of the structure. Please refer to SMC 23.66.180 and the District Rules for guidance on materials and colors.

SMC 23.66.180.A provides:

A. Materials. Unless an alternative material is approved by the Department of Neighborhoods Director following Board review and recommendation, exterior building facades shall be brick, concrete tinted a subdued or earthen color, sandstone or similar stone facing material commonly used in the District. Aluminum, painted metal, wood and other materials may be used for signs, window and door sashes and trim, and for similar purposes when approved by the Department of Neighborhoods Director as compatible with adjacent or original uses, following Board review and recommendation.

The Board has allowed vinyl windows in new construction only and further windows that appear to be compatible in profile to historic windows. Typically, windows have been dark colored but lighter colored windows have been used on secondary facades when the secondary side in a lighter color.

The Board should also refer to Secretary of Interior’s Standard 9 which seeks new development to be “differentiated from the old and compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment” and Preservation Brief 14 because the application involves a new building being an addition to a Historic District The article

provided by the Secretary of Interior on revising Brief 14 talks about how to apply Brief 14 to new construction in a historic district.

“Another topic that is not included in the brief because it is not an addition is new construction on the site of a historic building or adjacent to a historic property. New construction as it relates to historic buildings may sometimes also be considered infill. It is reviewed in rehabilitation projects from the standpoint of how it impacts the character of the historic building and, when applicable, the historic district in which it is located. The historic property must remain predominant and its historic character must be retained. Generally the same recommendations for compatible new additions apply equally to new construction. “

Land Use Departures. While the Board has expressed support for departures, at ARC, August 28, 2019, departures are included in this final design. Specifically, The Board should express how departure would result in a development that better meets the requirements of this [Chapter 23.66](#), the district use and development standards, and the purpose for creating the district. For the reduced common recreation request note the reasons in **23.66.155 - Waiver of common recreation area requirements.**

The Director of Neighborhoods, after review and recommendation by the Preservation Board, may waive or reduce the common recreation area required by the underlying zoning or modify the required standards for common recreation area under the following conditions:

- A. Allocation of all or a portion of the required gross floor area would adversely affect the visual character of the structure or the District; or
- B. Common recreation area requirements would adversely affect the economic feasibility of the project; or
- C. It can be shown that the project is reasonably served by existing public or private recreation facilities located nearby.

Public Comment:

Sara Pizzo, Alliance for Pioneer Square, thanked Chief Seattle Club and the team for a welcoming and thoughtful design. She said this will stitch the neighborhood back together and will bring new life and light into the neighborhood.

Demolition

Ms. O’Donnell said the existing building has no significant historical provenance to individual or group and meets the criteria for demolition. The replacement design is appropriate.

Mr. Rolluda concurred and appreciated the proposed re-use of original cornice bracket.

Mr. Donckers, Mmes. McIntosh and Curran concurred.

Design

Ms. O'Donnell said the maximum height for the area is 100' and she appreciated the proposed 86'. She said the varied heights within the block help reduce the mass. She said the proportions and floor heights and parapet fit in. She said residential use is preferred. She appreciated the addition of-income housing. She said the materials and colors are compatible with Pioneer Square. She said there are no granite curbs or areaways impacted. She said the horizontal base and divided pilaster are in keeping with Pioneer Square District. She said the use meets all requirements.

Mr. Rolluda and Ms. McIntosh concurred.

Departures

Ms. O'Donnell said she had no problem with waiver for recreation as there are lots of options and parks nearby. She said the waiver has been granted to others. She said the recessed entry adds to that sharp corner division and will serve to activate the space. She said they have done their research and there is enough parking. She said the 2' setback waiver has been granted for other projects and she noted it is important to keep the historic alley line. She said it is important for residents to have as much access to outside amenities.

Mr. Donckers cited SMC 23.66.155 and said waiver provisions had been met; there are existing resources nearby and the project provides low income housing.

Ms. McIntosh said the attention to detail fits with the Secretary of Interiors Standards and honors Native heritage and the history of the district. She said it has been done right.

Action: I move to recommend granting a Certificate of Approval for:

Final design for demolition of the existing building and new construction of and 8 story, 85-foot mixed use building with ground floor retail and with street scape improvements.

Materials: Brick, concrete, aluminum storefront, vinyl windows, fiber cement board

Uses:

2nd Ave Ext S Street level – 1,038 square feet gallery, 524 square feet residential lobby, 3059 square feet business/ clinic, and building services

Alley level – Chief Seattle Club program spaces and building services

Floors 2-8 - 80 residential units
Rooftop terrace

Departures for reduction of common recreation space, 2-foot alley dedication, building setbacks as proposed.

The Board makes its recommendation based on the following factors:

The building proposed for demolition is listed as non-contributing to the National Register District, the Board agrees with that designation and was determined to have no historical or architectural significance.

The height, bulk and scale are compatible with the buildings on the block; The building is shorter than the 130 story Contessa building adjacent to the north and the historic (150?) Frye building across the alley. The building will be at the same height as the approved new construction also across the alley. IT will be taller but at a compatible height to the Monterey Building.

The proposed building design is compatible with other buildings in Pioneer Square through the use of design elements including:

- base middle and top with the base of storefronts like other storefronts and a top with a strong decorative cornice;

- Store and loft typology;

- differentiating the alley façade from the primary facades by use of different materials;

- Main entrances are identified through architectural design and canopies;

- Punch windows and warehouse type windows are used;

- the use of a light well similar to other buildings in the District;

- the fine textures of materials and compatible colors of brick;

Therefore, all of these design elements described above allow the overall design to achieve scale compatible with buildings in the immediate area as well as the District generally.

Artist design in brick are an interpretation to the artistic designs in brick, stone and terra cotta found in the District. The designs are culturally appropriate for this project and link to the Native American origins of Pioneer Square.

This block [with this proposed building] will be compatible with the development pattern on blocks surrounding the site which also include a mix of building heights that are short, medium and tall.

Uses are permitted and uses at street level are preferred.

Brick, steel, aluminum storefronts are materials that are compatible with other building in the District. Vinyl windows are approved as way to differentiate the construction as new construction and because the profile of the windows proposed is compatible with other historic windows. Concrete panels used in over lapping

widths recall the longhouse construction and therefore culturally appropriate for this project and link to the Native American origins of Pioneer Square.

The multiple tones of brown and tan brick colors is compatible with buildings in the District and to the Monterey Building specifically.

The view from Kobe Terrace is not affected by the proposed structure.

The Board directs staff to prepare a written recommendation of approval based on considering the application submittal and Board discussion at the *September 4, 2019* public meeting and forward this written recommendation to the Department of Neighborhoods Director.

Code Citations:

SMC

23.66.030 Certificates of Approval required

23.66.050 - Departure from Land Use Code requirements

A. An applicant seeking a certificate of approval for new multifamily, commercial or major institution development, that is not otherwise subject to design review pursuant to [Section 23.41.004](#), may also seek land use code departures from the Special Review Board. A Special Review Board may recommend granting a departure where an applicant demonstrates that departure would result in a development that better meets the requirements of this [Chapter 23.66](#), the district use and development standards, and the purpose for creating the district.

23.66.100 - Creation of district, legislative findings and purpose

A. During the City of Seattle's relatively brief history, it has had little time in which to develop areas of consistent historical or architectural character. It is recognized that the Pioneer Square area of Seattle contains many of these rare attributes and consequently is an area of great historical and cultural significance. Further, the regional sports stadiums, constructed in and near the Pioneer Square area, and the traffic and activities that they generate have resulted in adverse impacts upon the social, cultural, historic and ethnic values of the Pioneer Square area. To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public

improvements within the area; and to encourage pedestrian uses, there is established as a special review district, the Pioneer Square Preservation District. The boundaries of the District are shown on Map A for [23.66.100](#) ^[22] and on the Official Land Use Map.

23.66.115 - Demolition approval

A. Demolition or removal of buildings or other structures in the District is prohibited unless approved by the Department of Neighborhoods Director. Except as provided in subsection B below, no approval shall be given for building demolition or removal unless the following prerequisites are met:

1. The Director of Neighborhoods, following a recommendation by the Preservation Board, determines that the building or structure has no architectural or historic significance; and
2. Use and design of the replacement structure has been approved by the Department of Neighborhoods Director; and
3. Proof acceptable to the Department of Neighborhoods Director of a valid commitment for interim and long-term financing for the replacement structure has been secured. In addition to other proof, the Department of Neighborhoods Director may accept a bond, letter of credit or cash deposit as a demonstration that the project has adequate financial backing to ensure completion; and
4. Satisfactory arrangements have been made for retention of any part of the structure's facade which the Department of Neighborhoods Director, following a recommendation by the Preservation Board, determines to be significant; and
5. Satisfactory assurance is provided that new construction will be completed within two (2) years of demolition.

23.66.120 - Permitted uses

A. All uses are permitted outright except those that are specifically prohibited by [Section 23.66.122](#) and those that are subject to special review as provided in Section 23.66.124.

23.66.122 - Prohibited uses

A. The following uses are prohibited in the Pioneer Square Preservation District as both principal and accessory uses:

1. Retail ice dispensaries;
2. Plant nurseries;
3. Frozen food lockers;
4. Animal shelters and kennels;

5. Pet daycare, except as permitted as a street-level use in subsection 23.49.180.F if an applicant elects to use added height under the provisions of [Section 23.49.180](#);
6. Automotive sales and service, except gas stations located in parking garages;
7. Marine sales and service;
8. Heavy commercial services;
9. Heavy commercial sales;
10. Adult motion picture theaters;
11. Adult panorams;
12. Bowling alleys;
13. Skating rinks;
14. Major communication utilities;
15. Advertising signs and off-premises directional signs;
16. Transportation facilities, except passenger terminals, rail transit facilities, parking garages, and streetcar maintenance bases;
17. Outdoor storage;
18. Jails;
19. Work-release centers;
20. General and heavy manufacturing uses;
21. Solid waste management;
22. Recycling uses;
23. Major marijuana activity; and
24. High-impact uses.

23.66.140 - Height

- A. Maximum Height. Maximum structure height is regulated by [Section 23.49.178](#) Pioneer Square Mixed, structure height.
- C. Rooftop features and additions to structures
 1. The height limits established for the rooftop features described in this [Section 23.66.140](#) may be increased by the average height of the existing street parapet or a historically substantiated reconstructed parapet on the building on which the rooftop feature is proposed.
 4. Height limits for rooftop features
 - a. Religious symbols for religious institutions, smokestacks, and flagpoles may extend up to 50 feet above the roof of the structure or the maximum height limit, whichever is less, except as regulated in [Chapter 23.64](#), provided that they are a minimum of 10 feet from all lot lines.
 - b. For existing structures, open railings, planters, clerestories, skylights, play equipment, parapets, and firewalls may extend up to 4 feet above the roof of the structure or the maximum height limit, whichever is less. For new structures,

such features may extend up to 4 feet above the maximum height limit. No rooftop coverage limits apply to such features regardless of whether the structure is existing or new.

c. Solar collectors, excluding greenhouses, may extend up to 7 feet above the roof of the structure or the maximum height limit, whichever is less, with unlimited rooftop coverage, provided they are a minimum of 10 feet from all lot lines. For new structures, solar collectors may extend up to 7 feet above the maximum height limit, except as provided in subsection 23.66.140.C.4.j.1, and provided that they are a minimum of 10 feet from all lot lines.

d. The following rooftop features may extend up to 8 feet above the roof or maximum height limit, whichever is less, if they are set back a minimum of 15 feet from the street and 3 feet from an alley. They may extend up to 15 feet above the roof if set back a minimum of 30 feet from the street. A setback may not be required at common wall lines subject to review by the Preservation Board and approval by the Department of Neighborhoods Director. The combined coverage of the following listed rooftop features shall not exceed 15 percent of the roof area:

- 1) solar collectors, excluding greenhouses;
- 2) stair and elevator penthouses;
- 3) mechanical equipment;

g. Screening of rooftop features. Measures may be taken to screen rooftop features from public view subject to review by the Preservation Board and approval by the Department of Neighborhoods Director. The amount of rooftop area enclosed by rooftop screening may exceed the maximum percentage of the combined coverage of rooftop features listed in subsection 23.66.140.C.4.d. In no circumstances shall the height of rooftop screening exceed 15 feet above the maximum height limit or height of an addition permitted according to subsection 23.66.140.C.4.i or otherwise, whichever is higher.

j. Enclosed rooftop recreational spaces for new structures

- 1) If included on new structures, enclosed rooftop recreational spaces and solar collectors may exceed the maximum height limit by up to 15 feet. The applicant shall make a commitment that the proposed development will meet the green building standard and shall demonstrate compliance with that commitment, all in accordance with [Chapter 23.58D](#), and meet a Green Factor requirement of .30 or greater according to the provisions of [Section 23.86.019](#). Each enclosed rooftop recreational space shall include interpretive signage explaining the sustainable features employed on or in the structure. Commercial, residential, or industrial uses shall not be established within enclosed rooftop recreational spaces that are allowed to exceed the maximum height limit under this subsection 23.66.140.C.4.j.
- 2) Elevator penthouses serving an enclosed rooftop recreational space may exceed the maximum height limit by up to 20 feet.
- 3) Enclosed rooftop recreational spaces, mechanical equipment, and elevator and stair penthouses shall not exceed 35 percent of the roof area.

4) Enclosed rooftop recreational spaces, mechanical equipment, and elevator and stair penthouses shall be set back a minimum of 30 feet from all streets and 3 feet from all alleys. Solar collectors shall be set back as provided in subsections 23.66.140.C.4.c and 23.66.140.C.4.d.

5) Owners of structures with enclosed rooftop recreational spaces permitted pursuant to this subsection 23.66.140.C.4.j shall submit to the Director, the Pioneer Square Preservation Board, and the Director of Neighborhoods a report documenting compliance with the commitment and Green Factor requirements set forth in subsection 23.66.140.C.4.j.1.

D. New Structures. When new structures are proposed in the District, the Preservation Board shall review the proposed height of the structure and make recommendations to the Department of Neighborhoods Director who may require design changes to assure reasonable protection of views from Kobe Terrace Park.

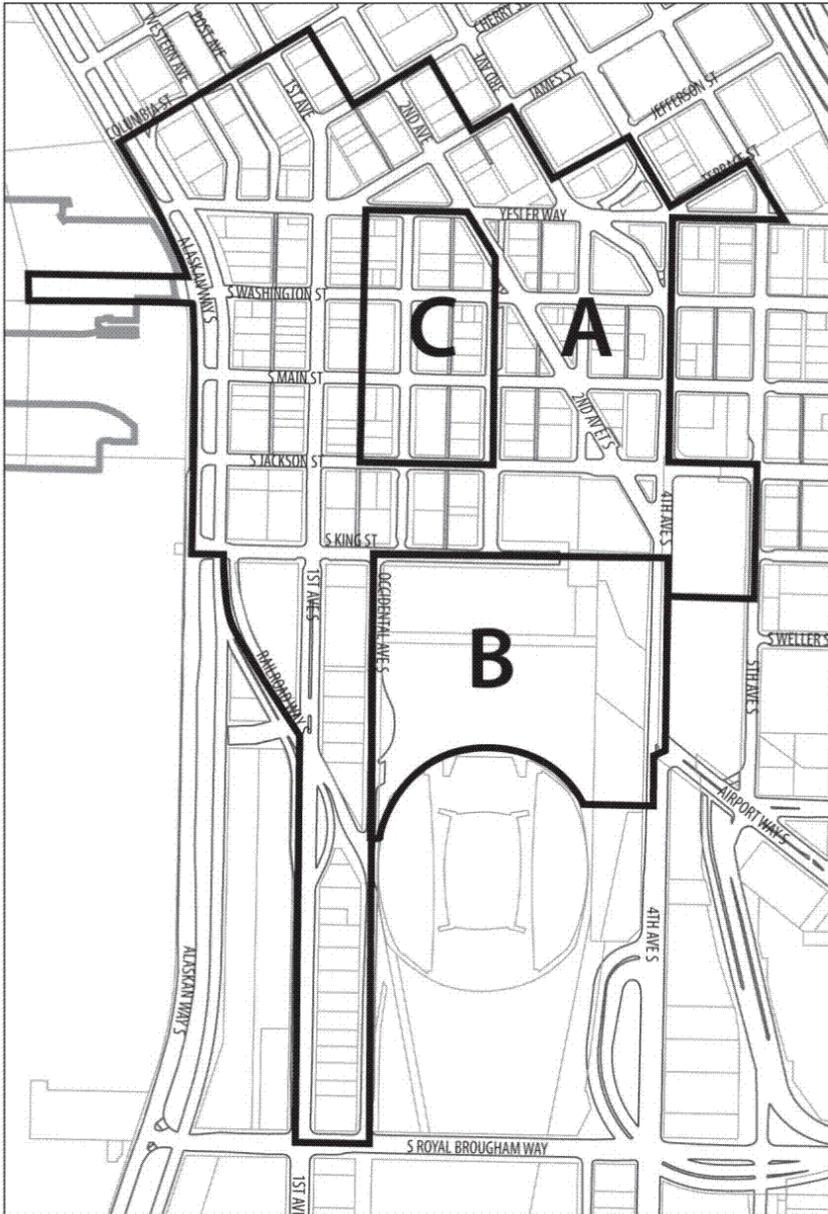
23.66.150 - Structure setbacks

A. Structures located within Subarea A on Map C for [23.66.122](#) and [23.66.150](#) shall cover the full width of the lot along street lot lines and have street-facing facades that abut street lot lines for the full width of portions of a structure that are up to 100 feet in height.

D. For all Subareas, modifications to setback standards may be permitted by the Director of Neighborhoods following review and recommendation by the Preservation Board if the following criteria are met:

1. A larger or smaller setback will be compatible with and not adversely affect the streetscape or publicly-owned open space; and
2. A larger or smaller setback will be compatible with other design elements, such as bulk, size and profile, of the proposed building.

Map C for 23.66.122 and 23.66.150



Pioneer Square

Areas for Structure Setbacks

A Subarea A

B Subarea B

C Subarea C

Map C

23.66.122 and 23.66.150

Pioneer Square

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including accuracy,
fitness or merchantability
accompany this product.

23.66.155 - Waiver of common recreation area requirements.

The Director of Neighborhoods, after review and recommendation by the Preservation Board, may waive or reduce the common recreation area required by the underlying zoning or modify the required standards for common recreation area under the following conditions:

- A. Allocation of all or a portion of the required gross floor area would adversely affect the visual character of the structure or the District; or
- B. Common recreation area requirements would adversely affect the economic feasibility of the project; or
- C. It can be shown that the project is reasonably served by existing public or private recreation facilities located nearby.

23.66.180 - Exterior building design.

To complement and enhance the historic character of the District and to retain the quality and continuity of existing buildings, the following requirements shall apply to exterior building design:

A. Materials. Unless an alternative material is approved by the Department of Neighborhoods Director following Board review and recommendation, exterior building facades shall be brick, concrete tinted a subdued or earthen color, sandstone or similar stone facing material commonly used in the District. Aluminum, painted metal, wood and other materials may be used for signs, window and door sashes and trim, and for similar purposes when approved by the Department of Neighborhoods Director as compatible with adjacent or original uses, following Board review and recommendation.

B. Scale. Exterior building facades shall be of a scale compatible with surrounding structures. Window proportions, floor height, cornice line, street elevations and other elements of the building facades shall relate to the scale of the buildings in the immediate area.

SMC23.84A.036

"Scale" means the spatial relationship among structures along a street or block front, including height, bulk and yard relationships.

C. Awnings. Awnings shall be functional, serving as weather protection for pedestrians at street level, and shall overhang the sidewalk a minimum of five feet (5'). Awnings may be permitted on upper floors for the purpose of climate control. All awnings shall be of a design compatible with the architecture of buildings in the area.

Pioneer Square Preservation District Rules

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

In addition to the Pioneer Square Preservation District Ordinance and Rules, The Secretary of the Interior's Standards for Rehabilitation with Guidelines for Rehabilitating Historic Buildings, and the complete series of Historic Buildings Preservation Briefs developed by the National Park Service shall serve as guidelines for proposed exterior alterations and treatments, rehabilitation projects, and new construction. (7/99)

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

The following architectural elements are typical throughout the District and will be used by the Board in the evaluation of requests for design approval:

- C. Site. The property line is the line of the building mass. Street facades are uniformly located at the front property lines, thus there is a strong street edge definition. Building cornices, bay windows and ornament project beyond the main wall surface of some facades.
- D. Design. Building design is generally typified by horizontal divisions which create distinctive base and cap levels. Facades may also be divided vertically by pilasters or wide piers which form repetitive window bays. Street facades are also distinguished by heavy terminal cornices and parapets, ornamental storefronts and entrance bays and repetitive window sizes and placement.
- E. Building materials. The most common facing materials are brick masonry and cut or rusticated sandstone, with limited use of terra cotta and tile. Wooden window sash, ornamental sheet metal, carved stone and wooden or cast iron storefronts are also typically used throughout the District. Synthetic stucco siding materials are generally not permitted. (7/99)
- F. Color. Building facades are primarily composed of varied tones of red brick masonry or gray sandstone. Unfinished brick, stone, or concrete masonry unit surfaces may not be painted. Painted color is typically applied to wooden window sash, sheet metal ornament and wooden or cast iron storefronts. Paint colors shall be appropriate to ensure compatibility within the District. (7/99)
- G. Building Base. Buildings are allowed a base of approximately 18-24 inches. Base materials should be concrete, sandstone, or granite, and may be poured, cut to fit or unit-paved. The color relationship between the sidewalk and building must be considered. Brick or tile materials should not be used except when existing walks are of the same material.

- G. Street Paving. Streets within the District are to be paved according to standard Engineering Department practices with a weaving coat of asphalt concrete.
- H. Curbs. Where granite curbing presently exists, it will be the required replacement material. In other instances the same concrete and lampblack mixture used for the sidewalk will be used.

VII. STREETWALLS AND SETBACKS

With the exception of the eastern edge of Occidental Avenue from South King Street to the intersection of Railroad Avenue South, upper level setbacks are discouraged and will generally not be permitted. Continuous streetwalls with little or no ground level setbacks are the historical precedent and any variation will require Board review and approval.

VIII. MECHANICAL SYSTEMS

The preferred location for mechanical systems is in the building interior. In cases where locating systems in the interior is not possible, exterior mechanical systems equipment, including but not limited to air conditioning units, compressors, boilers, generators, ductwork, louvers, wiring and pipes, shall be installed on non-primary building facades and/or roof tops. Mechanical equipment shall be installed in such a manner that character-defining features of the building are not radically changed, damaged, obscured, or destroyed. Screening and/or painting of equipment may be required to diminish negative visual impacts. (7/99)

XIV. STREET TREES AND VEGETATION

London Plane is the preferred street tree in Pioneer Square, and the required street planting in Occidental Mall, its future extension, and all north/south Avenues. Throughout the rest of the District's street right of ways, if physical site constraints preclude use of London Planes, a tree similar in habit and form may be substituted, subject to City Arborist approval. For individual small parks and spaces, a different, complementary tree may be proposed as a signature tree for that area. (7/99)

Median strips and permanent plant beds shall contain plants approved for urban conditions, combining evergreen shrubs with ground cover and, where appropriate, flowers. Hanging baskets with seasonal flowers are recommended. Given the maintenance required to keep plant material lush and full, temporary ground-level planters are not recommended. (7/99)

XVII. SIDEWALK TREATMENT

A. Standards

Sidewalk paving and improvements shall be completed with one pound lamp-black per cubic yard of concrete, scored at two-foot intervals. This material shall be used

for all projects of 1/4 block or greater size. On small projects, if it is feasible, sidewalk material may be selected as for all projects of 1/4 block or greater size. On small projects, if it is feasible, sidewalk material may be selected to match adjacent sidewalks in color, pattern and texture.

XVIII. ALLEYS

- A. Alley Paving. Alleys are to be paved with unit paving materials. Three types are acceptable in the District: remolded paving bricks, cobbles, and interlocking brick-tone pavers. Alleys should be repaired or re-paved in the original unit material when these materials remain available. All other alleys should be paved with remolded brick. The center drainage swale, peculiar to alleys, should be preserved as part of alley re-paving. Unit paved alleys should not be patched with any material other than approved unit paving.
- B. Alley Lighting. Wall mounted fixtures shall be installed at appropriate heights on alley building facades to improve public safety and encourage positive activity and uses in alleys. (7/03) The Board may require a project to include alley lighting in the redevelopment.

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

E. AWNINGS AND CANOPIES

Awnings and canopies are structures attached to buildings above storefront windows and entrances to provide weather protection. Awnings are light-weight structures constructed of metal framing with fabric or vinyl covering. Canopies are heavier, more permanent structures constructed of rigid materials such as metal or metal framing with glass. (7/99) Those buildings wishing to use awnings or canopies shall adhere to the following requirements:

...

- 3. Canopies that are compatible in design, scale, materials, color, details, and method of attachment with the building and that do not display a false historical appearance are permitted. (7/03)
- ...
- 5. Awnings and canopies must serve a functional purpose, and therefore shall project a minimum of five (5) feet horizontally. (7/03)

Secretary of Interior's Standards

...

- 9. New additions, exterior alterations or related new construction will not destroy historic materials, features and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the

historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

Preservation Brief 14 <https://www.nps.gov/tps/how-to-preserve/briefs/14-exterior-additions.htm>

Revising Brief 14 <https://www.nps.gov/tps/how-to-preserve/revisingPB14.htm>
(See page 2, paragraphs 2 and 3)

5. Distinctive materials, features, finishes and construction techniques or examples of craftsmanship that characterize a property will be preserved.

10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Mr. Rolluda made a friendly amendment to include the departure for reduction in bike parking to half.

Ms. Hoyt noted the building height is 86.73’.

Mr. Donckers accepted the amendment.

MM/SC/BD/AH 6:0:0 Motion carried.

Mr. Jones shook the rattle at end of meeting.

090419.24 Avalara Hawk Tower
255 S King St

Installation of signage for Embassy Suites
Installation of signage for Avalara Hawk Tower

Retroactive consideration of the following installations:

- Tent on 6th floor
- Parking sign at garage entry
- Temporary Perch Banner
- Embassy Suites flag signs
- Avalara flag sign
- Colored building lighting
- Zephyr sidewalk café
- Zephyr window signage
- 13 Coins sidewalk café
- 13 Coins window signage
- 13 Coins sign at stairway
- 13 Coins A Board sign
- Security cameras
- Wall mounted speakers

Sidewalk planters
Garden rails as sidewalk
Area heaters at porte cochere
Smoking canopy

Tent Structure

Arthur Chang proposed tent structure on southeast corner of 6th floor deck. He said the client got a permit and had it installed. He said it extends the use of the deck; they would like to leave it there. He said it is a vinyl structure with steel tube support. A transparent canopy goes over and another canopy goes under.

Ms. O'Donnell said the board has approved temporary use before but not for a permanent structure.

Mr. Chang said it is intended to be temporary but now they are being told they need a building permit to keep it there.

Ms. O'Donnell said the board recently approved a use for three days, ten times a year but this is more permanent like an addition to the building.

Ms. McIntosh confirmed they have no plans to remove it.

Ms. O'Donnell said it is seen from King Street S.

Ms. O'Donnell expressed concern about precedent; elements are reviewed with regard to how they impact architecture and visibility.

Ms. McIntosh said that fortunately it is mostly clear so there is some transparency and it isn't screening things.

Mr. Rolluda asked if the deck is public.

Mr. Chang said the deck is private and is operated by the hotel.

Mr. Donckers asked if it is open to the public.

Mr. Thorlakson said it is.

Mr. Donckers noted less concern because of the transparency.

Parking Sign at Garage

Mr. Chang said both signs were reviewed in part of arbitration with City. Embassy Suites sign on the east only per page 8 rendering; lettering will be black; sign halo lit to glow around letters.

Mr. Donckers asked if board had approved two separate buildings signs on a building before.

Ms. Nashem said not that she knows.

Mr. Donckers said the board previously expressed concern especially with the neck of adjacent King Street Station; he said this is covered in North Lot Guidelines. He said the new location of the Avalara sign is an improvement from where it was, but he noted concern with bright signage at top facing east. He said the issue was in litigation and how it affects the entry to Pioneer Square.

Ms. O'Donnell agreed.

Ms. McIntosh asked if the Avalara sign would be halo-lit.

Mr. Thorlakson said yes. He said the Avalara Hawk Tower would remain on the west side; this one is in addition.

Mr. Donckers said that makes it more concerning.

Ms. O'Donnell expressed concern with big sign adjacent to historic King Street Station and the Smith Tower.

Parking Sign

Mr. Thorlakson said the previously approved E-Park sign is not needed because they are no longer participating. He proposed a Circle with P in it, halo lit. He said there is only one sign at entrance to parking lot.

Temporary Perch Banner

Banner for Hotel pregame events on 6th floor; hung off parking garage.

Ms. O'Donnell cited SMC 23.66.160 and said banners are prohibited.

Mr. Rolluda said it is strong language.

Ms. Nashem cited SMC 23.66.180, signs.

Mr. Thorlakson said a United States and a Washington State flag were approved.

Mmes. O'Donnell and Nashem didn't recall that.

Ms. Nashem said discussion was proposed in briefing. She said according to the Rules flags are not supposed to have text. What is proposed is a sign. She cited SMC 23.66.160.

Ms. Hoyt said there is to be only one projecting element per address. She read from Design Guidelines for North Lot, XX B.

Ms. Curran said there is just one per façade.

Ms. Nashem said typically have not included US or State flags as projecting elements. She said the address, suite, retail unit are a subset of the address.

Mr. Thorlakson said there are 200 suites in the building.

Ms. Nashem said the use of suites here was not referring to hotel rooms.

Mr. Thorlakson said the Avalara flag is 10 x 15'; they are a major tenant in the building and asked that the American flag be replaced with the Avalara logo.

Ms. Nashem cited SMC 23.66.160, rooftop signs.

Ms. O'Donnell said roof top signs are prohibited.

Ms. McIntosh asked if Avalara flag would be considered second flag installed of second Embassy Suites flag.

Ms. O'Donnell said the logo can't go on the roof.

Colored Building Lighting

Mr. Thorlakson said multi-colored LED lights were installed; white was approved.

Ms. O'Donnell read from the Guidelines. She said at night the lights are visible from residences.

Ms. McIntosh said she is not in favor of any color but white. She said she was not opposed to lighting for a temporary event, approved by board, but she did not support carte blanche.

Mr. Rolluda agreed.

Mr. Donckers said he had concerns with light and items 2, 5, 7, 8.

Ms. Nashem explained a quorum would be lost and offered to continue review of this application at a special Board meeting the following week.

Darby DuComb, attorney for applicant said they have to discuss process to get it down but two weeks should be OK.

Staff report: Litigation associated with two upper level signs which had been denied twice by DON and the denial was affirmed at the hearing examiner had gone to required court-mandated mediation in advance of trial. The applicant and the City

reached a settlement in mediation. As part of mediation, the applicant has submitted an application for a revised signage package that includes new designs for an Embassy Suites wall sign and an Avalara Hawk Tower wall sign as well as apply retroactively for several items that were installed without a Certificate of Approval. In the mediation, the parties agreed to reduce the size of the letters on the Embassy Suites sign to match the letter height of the 30 inch letters (the same size allowed on the Courtyard Marriott) and to change the color of the green and white “E” logo to black and white to make the sign more compatible and less distracting. Similarly, the Applicant agreed to reduce the seven-foot Avalara sign in the Avalara company red orange color, the parties agreed that the sign could match previously approved building name signage wording and color and be lower on the building to pedestrian level. The sign was required to be no higher than 65 feet, a height consistent with requirements for signs downtown.

Seattle Municipal Code 23.66.030 states that no person shall make visible changes to the exterior appearance of any structure without a Certificate of Approval. The applicant was required to apply for retroactive approval of the following items:

Tent on 6th floor – While a Certificate of Approval would be required per SMC 23.66.030, there are no specific Code language in 23.66 or District Rules to offer guidance for permanent tent structures. The Board would review generally for how the addition of the tent affects or doesn’t not affect compatibility of the building with the district and in consideration of the purpose for the District and the Design Guidelines for New Construction on the North Lot.

23.66.100 - Creation of district, legislative findings and purpose

A. During the City of Seattle's relatively brief history, it has had little time in which to develop areas of consistent historical or architectural character. It is recognized that the Pioneer Square area of Seattle contains many of these rare attributes and consequently is an area of great historical and cultural significance. Further, the regional sports stadiums, constructed in and near the Pioneer Square area, and the traffic and activities that they generate have resulted in adverse impacts upon the social, cultural, historic and ethnic values of the Pioneer Square area. To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area; and to encourage pedestrian uses, there is established as a special review district, the Pioneer Square Preservation District. The boundaries of the District are shown on Map A for [23.66.100](#) ^[22] and on the Official Land Use Map.

Design Guidelines for New Construction on the North Lot

I. INTRODUCTION

Because of its location on South King Street between Occidental Avenue South and Fourth Avenue South, the north half of the north Qwest Field lot (hereafter, "Site") is a transition area in the Pioneer Square Preservation District. As such, creative interpretation of materials and architectural elements can be used for new construction on the Site when it is visually compatible with, and does not detract from or overwhelm, the character of the District.

A. Guideline Goals

1. To articulate how new development on the Site can be compatible with the Pioneer Square Historic District.
2. To encourage the design of new development that adds vitality to the District, fits in the context of its site, contributes to the quality building stock of Pioneer Square, provides comfort and safety and is welcoming to pedestrians in this high pedestrian traffic area, reinforces Pioneer Square's unique character, provides design variety within the Site, provides connectivity to its surroundings, and incorporates Crime Prevention Through Environmental Design(CPTED).

Pioneer Square Preservation District Rule –

- III. **GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION**
New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

Parking sign at garage entry – PSB 31215 approved the location of an E Park sign but the actual sign colors and design detail was supposed to be submitted in a follow up application but that never occurred. The garage is not part of the E Park program but rather the building's own parking sign. It is in the same location as the proposed "E Park" sign. The sign is 4.9 square feet and complies with the requirements for the size of a lighted sign.

SMC 23.66.160 Signs

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

...

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

A. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93) Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

C. Specific Signage Regulations

3. Projecting Elements (e.g. blade signs, banners, flags and awnings). There shall be a limit of one projecting element, e.g. a blade sign, banner, or awning per address. If a business chooses awnings for its projecting element, it may not also have a blade sign, flag, or banner, and no additional signage may be hung below awnings. (6/03) Exceptions may be made for businesses on corners, in which case one projecting element per facade may be permitted. (12/94)
4. Blade signs (signs hanging perpendicular to the building). Blade signs shall be installed below the intermediate cornice or second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building. Typically, non-illuminated blade signs will be limited to eight (8) square feet. (12/94)
Blade signs incorporating neon of any kind shall not be permitted unless all of the following conditions are met: a) the neon blade sign is sought as part of a reduced overall sign package or plan for the business; b) neon blade signs shall be limited to six (6) square feet in dimension with letters not to exceed eight (8) inches in height;

Temporary Perch Banner – Applicant have requested an exception to the Code, Rules and Guidelines to allow a permanent perch banner. The Rules generally prohibit upper level signs and this is an upper level sign that was not shown as part of 255's overall sign plan. Second, the 240 square feet size of the Perch sign plus the Embassy Suites sign located on the same façade would exceed the 240 square feet area limit in the Code. The Board would not be able to make an exception to the code limits. Third, the perch sign does not qualify as a temporary sign both because it appears to exceed 12 square feet in size and it may not be hung more than four 14-day periods annually under the code. Finally, it does not comply with the Rules for Banners.

SMC 23.66.160 Signs

C.2. Wall signs painted on or affixed to a building shall not exceed ten percent of the total area of the façade or 240 square feet, whichever is less. Area of original building finish visible within the exterior dimensions of the sign (e.g., unpainted brick) shall not be considered when computing the sign's area.

D. Temporary Signs.

2. The following signs are permitted for fourteen (14) consecutive days four (4) times a calendar year:

a. On-premises commercial signs. The total area for on-premises commercial signs in the aggregate shall not exceed twenty-four (24) square feet per sixty (60) linear feet of street frontage, provided that the design, location, shape, size, color and graphics are approved by the Department of Neighborhoods Director after review and recommendation by the Review Board;

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

A. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93) Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

5. Banners and Flags. Banners and flags are permitted under the same conditions as Paragraph 3 and 4 above. In addition, flags and banners must be removed from the building face at the close of business daily. Flags and banners shall not have any text on them and the size of the flag or banner must be consistent with the character and scale of the building, the frontage of the business, and the scale of surrounding buildings, but shall not, under any circumstances be longer than 6 feet. Banners (either temporary or permanent) that are draped across buildings are prohibited. (12/94).

Embassy Suites flag signs – Applicant has requested an exception to the Code, Rules and Guidelines to approve a retroactive C of A for an Embassy Suites flag signs located on the S King Street facing façade of the building. Flags had been presented during briefing but were not included in the application for the proposed sign plan. Typically the American flag and Washington State flag are allowed as non – commercial flags. The flags for Embassy Suites do not comply with the Rules for flags and banners. This type of signage is most similar to a blade sign which are also perpendicular to the building. Other buildings have applied for and received approval for canvas signs reviewed consistent with rules for blade signs and projecting elements.

SMC 23.66.160 Signs

SMC 23.84A.036 - "S"

“Sign, business” means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

- B. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93) Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

3. Projecting Elements (e.g. blade signs, banners, flags and awnings). There shall be a limit of one projecting element, e.g. a blade sign, banner, or awning per address. If a business chooses awnings for its projecting element, it may not also have a blade sign, flag, or banner, and no additional signage may be hung below awnings. (6/03) Exceptions may be made for businesses on corners, in which case one projecting element per facade may be permitted. (12/94)
4. Blade signs (signs hanging perpendicular to the building). Blade signs shall be installed below the intermediate cornice or second floor of the building, and in such a manner that they do not hide, damage, or obscure the architectural elements of the building. Typically, non-illuminated blade signs will be limited to eight (8) square feet. (12/94) as a blade sign the number of projecting elements should apply. Typically, the Board has not counted an American flag or a State Flag in that count.

Avalara flag sign - Applicant has requested an exception to the Code, Rules and Guidelines to allow a retroactive C of A for an Avalara flag sign located on the rooftop. The same considerations for the Embassy Suites flag sign, discussed immediately above would apply to this sign however this sign is located on the roof. Roof tops signs are prohibited in the code.

SMC 23.66. 160 2.

The following signs are prohibited throughout the Pioneer Square Preservation District:

Roof signs;

SMC 23.84A.036 - "S"

"Sign, business" means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

C. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Colored building lighting –The use of colored lighting was presented previously; the board was not supportive, and the applicant changed the application to be for white light only. The Certificate of Approval PSB4414 expressly states the lighting will be white and that no colored lighting is approved. The Board should consider if coloring the building with lights is compatible with the color of historic buildings when washed with color at night or if colored lighting is compatible with the lighting on other buildings in the District and compatible with the purpose of the District.

23.66.100 - Creation of district, legislative findings and purpose

A. During the City of Seattle's relatively brief history, it has had little time in which to develop areas of consistent historical or architectural character. It is recognized that the Pioneer Square area of Seattle contains many of these rare attributes and consequently is an area of great historical and cultural significance. *Further, the regional sports stadiums, constructed in and near the Pioneer Square area, and the traffic and activities that they generate have resulted in adverse impacts upon the social, cultural, historic and ethnic values of the Pioneer Square area.* To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the

City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area; and to encourage pedestrian uses, there is established as a special review district, the Pioneer Square Preservation District. The boundaries of the District are shown on Map A for [23.66.100](#) ^[22] and on the Official Land Use Map. (Emphasis added).

Design Guidelines for New Construction on the North Lot

I. INTRODUCTION

Because of its location on South King Street between Occidental Avenue South and Fourth Avenue South, the north half of the north Qwest Field lot (hereafter, "Site") is a transition area in the Pioneer Square Preservation District. As such, creative interpretation of materials and architectural elements can be used for new construction on the Site when it is visually compatible with, and does not detract from or overwhelm, the character of the District.

A. Guideline Goals

1. To articulate how new development on the Site can be compatible with the Pioneer Square Historic District.
2. To encourage the design of new development that adds vitality to the District, fits in the context of its site, contributes to the quality building stock of Pioneer Square, provides comfort and safety and is welcoming to pedestrians in this high pedestrian traffic area, reinforces Pioneer Square's unique character, provides design variety within the Site, provides connectivity to its surroundings, and incorporates Crime Prevention Through Environmental Design(CPTED).

V. ARCHITECTURAL DETAILS

D. Color. Paint colors and the color of materials shall be compatible with other buildings in the District.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

B. Building Lighting. Lighting should be appropriate to ensure compatibility within the District.

IX. PARKING AREA

A. Screening. All facades surrounding the parking structure should be attractive and compatible with surrounding buildings. Cars should be screened from view from the street and from neighboring buildings. The parking structure should be designed so that neighboring buildings are not adversely affected by car headlights.

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

The following architectural elements are typical throughout the District and will be used by the Board in the evaluation of requests for design approval:

H. Color. Building facades are primarily composed of varied tones of red brick masonry or gray sandstone. Unfinished brick, stone, or concrete masonry unit surfaces may not be painted. Painted color is typically applied to wooden window sash, sheet metal ornament and wooden or cast iron storefronts. Paint colors shall be appropriate to ensure compatibility within the District. (7/99)

Zephyr sidewalk café – The sidewalk café and furniture appear to comply with the District Rules for a sidewalk café.

Design Guidelines for New Construction on the North Lot

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. Street Furniture: *Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*
2. Sidewalk and Curb Materials: Sidewalk paving and improvements shall be appropriate to ensure compatibility with in the District.

Pioneer Square Preservation District Rules

XIII. SIDEWALK CAFES

Sidewalk cafes may not impede the flow of pedestrian traffic. Movable structural elements that can be brought back against the building wall or elements that can be removed when not in use will generally be required if some structural element is necessary. No walls or roofs of any kind are permitted to enclose sidewalk cafes. Free-standing and table umbrellas are permitted; however, the Board may limit their number and placement to ensure compatibility with transparency and signage regulations. (7/03) Planter boxes are discouraged and will be permitted only in exceptional circumstances.

Zephyr window signage - Applicants have requested an exception to the Code, Rules and Guidelines. Some of the Zephyr decal signs exceed the 10 inch letter height limit in the Rules. Those signs do not appear to comply with the exception that allows three letters taller than the 10 inch limit outlined in the Rules because the application involves more than three letters beyond the 10-inch limit.

SMC23.66.160 Signs

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

...

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93) Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

C. Specific Signage Regulations

1. Letter Size. Letter size in windows, awnings and hanging signs shall be consistent with the scale of the architectural elements of the building (as per SMC 23.66.160), but shall not exceed a maximum height of 10 inches unless an exception has been approved as set forth in this paragraph.

Exceptions to the 10-inch height limitation will be considered for individual letters in the business name (subject to a limit of no more than three letters) only if both of the following conditions are satisfied: a) the exception is sought as part of a reduced overall sign package or plan for the business; and b) the size of the letters for which an exception is requested is consistent with the scale and character of the building, the frontage of the business, the transparency requirements of the regulations, and all other conditions under SMC 23.66.160. An overall sign package or plan will be considered reduced for purposes of the exception if it calls for approval of signage that is substantially less than what would otherwise be allowable under the regulations. (12/94)

13 Coins sidewalk café- The sidewalk café and furniture appear to comply with the District Rules for a sidewalk café.

Design Guidelines for New Construction on the North Lot

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. Street Furniture: *Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*
2. Sidewalk and Curb Materials: Sidewalk paving and improvements shall be appropriate to ensure compatibility within the District.

Pioneer Square Preservation District Rules
XIII. SIDEWALK CAFES

Sidewalk cafes may not impede the flow of pedestrian traffic. Movable structural elements that can be brought back against the building wall or elements that can be removed when not in use will generally be required if some structural element is necessary. No walls or roofs of any kind are permitted to enclose sidewalk cafes. Free-standing and table umbrellas are permitted, however, the Board may limit their number and placement to ensure compatibility with transparency and signage regulations. (7/03)
Planter boxes are discouraged and will be permitted only in exceptional circumstances.

13 Coins window signage – Applicant have requested an exception to the Code, Rules and Guidelines. Signage for 13 Coins was previously approved in PSB27817 and this would be signage in addition to that signage. One of the window signs is not transparent but the Board could consider the overall impacts on transparency.

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

A. Transparency Regulations

1. To provide street level interest that enhances the pedestrian environment and promotes public safety, street level uses shall have highly visible linkages with the street. Windows at street level shall permit visibility into the business, and visibility shall not be obscured by tinting, frosting, etching, window coverings including but not limited to window film, draperies, shades, or screens, extensive signage, or other means. (8/93, 7/99, 7/03)

B. General Signage Regulations

All signs on or hanging from buildings, in windows, or applied to windows, are subject to review and approval by the Pioneer Square Preservation Board. (8/93) Locations for signs shall be in accordance with all other regulations for signage. (12/94)

The intent of sign regulations is to ensure that signs relate physically and visually to their location; that signs not hide, damage or obscure the architectural elements of the building; that signs be oriented toward and promote a pedestrian environment; and that the products or services offered be the focus, rather than signs. (8/93)

C. Specific Signage Regulations

1. Letter Size. Letter size in windows, awnings and hanging signs shall be consistent with the scale of the architectural elements of the building (as per SMC 23.66.160), but shall not exceed a maximum height of 10 inches unless an exception has been approved as set forth in this paragraph.

13 Coins sign at stairway – Applicant have requested an exception to the Code, Rules and Guidelines. The sign is an internally lit sign prohibited by the Rules.

The sign design is similar to the 13 Coins blade sign previously approved except that the method of lighting is different. The only exception to the internally lit sign prohibition that the Board has approved in the past was for a small logo where the applicant had demonstrated that it could not be produced in neon and the rest of the sign was neon. Here, the applicant is asking for an exception based on the location of the sign, where it is facing a private street rather than a public street.

23.84A.036 - "S"

“Sign, business” means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

SMC 23.66.160 Signs

B. To ensure that flags, banners and signs are of a scale, color, shape and type compatible with the Pioneer Square Preservation District objectives stated in [Section 23.66.100](#) and with the character of the District and the buildings in the District, to reduce driver distraction and visual blight, to ensure that the messages of signs are not lost through undue proliferation, and to enhance views and sight lines into and down streets, the overall design of a sign, flag, or banner, including size, shape, typeface, texture, method of attachment, color, graphics and lighting, and the number and location of signs, flags, and banners, shall be reviewed by the Board and are regulated as set out in this [Section 23.66.160](#). Building owners are encouraged to develop an overall signage plan for their buildings.

C. In determining the appropriateness of signs, including flags and banners used as signs as defined in [Section 23.84A.036](#), the Preservation Board shall consider the following:

1. Signs Attached or Applied to Structures.

- a. The relationship of the shape of the proposed sign to the architecture of the building and with the shape of other approved signs located on the building or in proximity to the proposed sign;
- b. The relationship of the texture of the proposed sign to the building for which it is proposed, and with other approved signs located on the building or in proximity to the proposed sign;
- c. The possibility of physical damage to the structure and the degree to which the method of attachment would conceal or disfigure desirable architectural features or details of the structure (the method of attachment shall be approved by the Director);

- d. The relationship of the proposed colors and graphics with the colors of the building and with other approved signs on the building or in proximity to the proposed sign;
- e. The relationship of the proposed sign with existing lights and lighting standards, and with the architectural and design motifs of the building;
- f. Whether the proposed sign lighting will detract from the character of the building; and
- g. The compatibility of the colors and graphics of the proposed sign with the character of the District.

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues. Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- visual and pedestrian access (including barrier-free access) into the Site from the public sidewalk
- use of colors, textures and patterns
- pedestrian-scaled site lighting
- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

XX. RULES FOR TRANSPARENCY, SIGNS, AWNINGS AND CANOPIES

7. Internally Lit Signs. Internally lit or backlit signs are prohibited. (8/93)

13 Coins A Board sign – The size of the sign appears to be larger than allowed in the District Rules. It is not an A Frame type.

SMC 23.66.160 Signs

Design Guidelines for New Construction on the North Lot

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues.

Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- visual and pedestrian access (including barrier-free access) into the Site from the public sidewalk
- pedestrian-scaled site lighting
- ...
- pedestrian-scaled signage that identifies uses, shops and way finding.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.

Pioneer Square Preservation District Rule –

F. SANDWICH BOARD SIGNS (A-frame signs) shall follow adopted Pioneer Square sandwich board signs regulations:

1. Be a minimum of two feet high and a maximum of four feet high. (12/94)
2. Be a maximum of two and one half feet wide; (12/94)
3. Be a free-standing A-frame type sign to allow a horizontal component (e.g. chain or bar) between 3 to 8 inches above the ground on all four sides. This chain or bar accommodates high winds and sight impaired persons. (12/94)

Security cameras – The Rules and SMC 23.66 do not specifically address security cameras and the Board typically looks at how the cameras effects the general compatibility of the appearance of the building and the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

Wall mounted speakers - The Rules and SMC 23.66 do not specifically address speakers and the Board typically looks how the speakers effect the general compatibility with the Building and the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

Sidewalk planters – The District Rules state that planters are generally not recommended. The Board has approved planters with a maintenance plan.

Design Guidelines for New Construction on the North Lot

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. Street Furniture: *Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*
2. Sidewalk and Curb Materials: Sidewalk paving and improvements shall be appropriate to ensure compatibility with in the District.

Pioneer Square Preservation District Rule –

XIV. STREET TREES AND VEGETATION

Median strips and permanent plant beds shall contain plants approved for urban conditions, combining evergreen shrubs with ground cover and, where appropriate, flowers. Hanging baskets with seasonal flowers are recommended. Given the maintenance required to keep plant material lush and full, temporary ground-level planters are not recommended. (7/99)

Garden rails at sidewalk – The District Rules or SMC23.66 do not address garden rails. Metal garden rails have been approved as compatible with the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

Area heaters at porte cochere – The applicant has applied for and received approval for similar heaters at the outdoor restaurant seating in the east alcove.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

Smoking canopy - The District Rules or SMC 23.66 do not specifically address installation of a smoking canopy. Considering there is no other similar installation, the Board could consider how the installation effects the general compatibility of the appearance of the building and the District.

Design Guidelines for New Construction on the North Lot

Pioneer Square Preservation District Rule –

III. GENERAL GUIDELINES FOR REHABILITATION AND NEW CONSTRUCTION

New construction must be visually compatible with the predominant architectural styles, building materials and inherent historic character of the District. (7/99) Although new projects need not attempt to duplicate original facades, the design process ought to involve serious consideration of the typical historic building character and detail within the District.

Action: I move to recommend granting a Certificate of Approval for:

- Installation of signage for Embassy Suites
- Installation of signage for Avalara Hawk Tower
- Tent on 6th floor
- Parking sign at garage entry
- Zephyr sidewalk café
- 13 Coins sidewalk café
- 13 Coins window signage
- 13 Coins A Board sign
- Security cameras
- Wall mounted speakers
- Sidewalk planters
- Garden rails as sidewalk
- Area heaters at porte cochere
- Smoking canopy

The following items are not included in this approval and need to be revised to comply with the District Rules.

- 13 Coins sign at stairway
- Embassy Suites flag signs
- Colored building lighting
- Zephyr window signage

The following items do not comply with code and therefore cannot be approved

- Temporary Perch Banner
- Avalara flag sign

The Pioneer Square Preservation Board considered the following District Rules, Seattle Municipal Codes and Secretary of the Interior's Standards when making the recommendation:

Code Citations:

SMC23.66.030 - Certificates of approval-Application, review and appeals

- A. Certificate of approval required. No person shall alter, demolish, construct, reconstruct, restore, remodel, make any visible change to the exterior appearance of any structure, or to the public rights-of-way or other public spaces in a special review district, and no one shall remove or substantially alter any existing sign or erect or place any new sign or change the principal use of any building, or any portion of a building, structure or lot in a special review district, and no permit for such activity shall be issued unless a certificate of approval has been issued by the Department of Neighborhoods Director.

SMC 23.66.100 - Creation of district, legislative findings and purpose

B. A. During the City of Seattle's relatively brief history, it has had little time in which to develop areas of consistent historical or architectural character. It is recognized that the Pioneer Square area of Seattle contains many of these rare attributes and consequently is an area of great historical and cultural significance. Further, the regional sports stadiums, constructed in and near the Pioneer Square area, and the traffic and activities that they generate have resulted in adverse impacts upon the social, cultural, historic and ethnic values of the Pioneer Square area. To preserve, protect, and enhance the historic character of the Pioneer Square area and the buildings therein; to return unproductive structures to useful purposes; to attract visitors to the City; to avoid a proliferation of vehicular parking and vehicular-oriented uses; to provide regulations for existing on-street and off-street parking; to stabilize existing housing, and encourage a variety of new and rehabilitated housing types for all income groups; to encourage the use of transportation modes other than the private automobile; to protect existing commercial vehicle access; to improve visual and urban relationships between existing and future buildings and structures, parking spaces and public improvements within the area; and to encourage pedestrian uses, there is established as a special review district, the Pioneer Square Preservation District. The boundaries of the District are shown on Map A for [23.66.100](#) ^[22] and on the Official Land Use Map.

SMC 23.84A.036 - "S"

"Sign, business" means an on-premises sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered on the lot where the sign is located. This definition shall not include signs located within a structure except those signs oriented so as to be visible through a window.

SMC 23.66.160 - Signs

A. Signs.

2. The following signs are prohibited throughout the Pioneer Square Preservation District:

...

Roof signs;

...

B. To ensure that flags, banners and signs are of a scale, color, shape and type compatible with the Pioneer Square Preservation District objectives stated in [Section 23.66.100](#) and with the character of the District and the buildings in the District, to reduce driver distraction and visual blight, to ensure that the messages of signs are not lost through undue proliferation, and to enhance views and sight lines into and down streets, the overall design of a sign, flag, or banner, including size, shape, typeface, texture, method of attachment, color, graphics

and lighting, and the number and location of signs, flags, and banners, shall be reviewed by the Board and are regulated as set out in this [Section 23.66.160](#). Building owners are encouraged to develop an overall signage plan for their buildings.

C. In determining the appropriateness of signs, including flags and banners used as signs as defined in [Section 23.84A.036](#), the Preservation Board shall consider the following:

1. Signs Attached or Applied to Structures.

- a. The relationship of the shape of the proposed sign to the architecture of the building and with the shape of other approved signs located on the building or in proximity to the proposed sign;
- b. The relationship of the texture of the proposed sign to the building for which it is proposed, and with other approved signs located on the building or in proximity to the proposed sign;
- c. The possibility of physical damage to the structure and the degree to which the method of attachment would conceal or disfigure desirable architectural features or details of the structure (the method of attachment shall be approved by the Director);
- d. The relationship of the proposed colors and graphics with the colors of the building and with other approved signs on the building or in proximity to the proposed sign;
- e. The relationship of the proposed sign with existing lights and lighting standards, and with the architectural and design motifs of the building;
- f. Whether the proposed sign lighting will detract from the character of the building; and
- g. The compatibility of the colors and graphics of the proposed sign with the character of the District.

2. Wall signs painted on or affixed to a building shall not exceed ten percent of the total area of the façade or 240 square feet, whichever is less. Area of original building finish visible within the exterior dimensions of the sign (e.g., unpainted brick) shall not be considered when computing the sign's area.

4. When determining the appropriate size of a sign the Board and the Director of Neighborhoods shall also consider the function of the sign and the character and scale of buildings in the immediate vicinity, the character and scale of the building for which the sign is proposed, the proposed location of the sign on the building's exterior, and the total number and size of signs proposed or existing on the building.

6. Projecting signs and neon signs may be recommended only if the Preservation Board determines that all other criteria for permitted signs have been met and that historic precedent, locational or visibility concerns of the business for which the signing is proposed warrant such signing.

D. Temporary Signs.

1. The following signs are permitted at all times:

2. The following signs are permitted for fourteen (14) consecutive days four (4) times a calendar year:

a. On-premises commercial signs. The total area for on-premises commercial signs in the aggregate shall not exceed twenty-four (24) square feet per sixty (60) linear feet of street frontage, provided that the design, location, shape, size, color and graphics are approved by the Department of Neighborhoods Director after review and recommendation by the Review Board; and

3. All temporary signs authorized by this section are subject to the following:

...

b. No individual sign shall exceed twelve (12) square feet.

...

Design Guidelines for New Construction on the North Lot

I. INTRODUCTION

Because of its location on South King Street between Occidental Avenue South and Fourth Avenue South, the north half of the north Qwest Field lot (hereafter, "Site") is a transition area in the Pioneer Square Preservation District. As such, creative interpretation of materials and architectural elements can be used for new construction on the Site when it is visually compatible with, and does not detract from or overwhelm, the character of the District.

A. Guideline Goals

1. To articulate how new development on the Site can be compatible with the Pioneer Square Historic District.

2. To encourage the design of new development that adds vitality to the District, fits in the context of its site, contributes to the quality building stock of Pioneer Square, provides comfort and safety and is welcoming to pedestrians in this high pedestrian traffic area, reinforces Pioneer Square's unique character, provides design variety within the Site, provides connectivity to its surroundings, and incorporates Crime Prevention Through Environmental Design(CPTED).

II. DEFINITIONS

Compatibility: The ability of two or more elements to combine to achieve a desired effect on the whole; they do not create disharmony, but are not necessarily similar.

Scale: A visual concept regarding the relative size of a building compared to other buildings in the district and a building's architectural parts compared to the whole.

IV. NEW CONSTRUCTION DESIGN

M. Pedestrian Friendly Design. The design should promote continuation of the pedestrian connections at Weller Street and Occidental and Second Avenues.

Pedestrians move at a slower pace and are more attuned to detail and proportion, and therefore the design should reflect proportions and details which make the pedestrian feel comfortable. Examples of desirable features include, but are not limited to:

- visual and pedestrian access (including barrier-free access) into the Site from the public sidewalk
- ...
- use of colors, textures and patterns
- pedestrian-scaled site lighting
- ...
- pedestrian-scaled signage that identifies uses, shops and way finding.

V. ARCHITECTURAL DETAILS

D. Color. Paint colors and the color of materials shall be compatible with other buildings in the District.

VI. BUILDING SIGNS, AWNINGS, CANOPIES AND LIGHTING

- B. Signs. Signs should comply with the Pioneer Square District XX. Rules for Transparency, Signs and Awnings. Exceptions may be made by the Pioneer Square Preservation Board as part of an overall sign package.
- C. Building Lighting. Lighting should be appropriate to ensure compatibility within the District.

IX. PARKING AREA

A. Screening. All facades surrounding the parking structure should be attractive and compatible with surrounding buildings. Cars should be screened from view from the street and from neighboring buildings. The parking structure should be designed so that neighboring buildings are not adversely affected by car headlights.

X. STREETS AND SIDEWALKS

A. Streetscape Street Trees and Vegetation. *London Plane is the preferred street tree in Pioneer Square. If physical site constraints preclude the use of London Planes, a tree similar in habitat and form may be submitted, subject to the City Arborist's approval. For individual small parks and spaces, a different complementary tree may be proposed as a signature tree for that area.* (from the Pioneer Square District Rules XIV)

B. Sidewalk Merchant Zones. Sidewalks should be designed to accommodate any desired sidewalk café (also subject to District Rules XIII), vendors (also subject to District Rules XII) or street furniture (also subject to District Rules XIII).

1. Street Furniture: *Approval to install benches will be determined by need and availability. All elements of street furniture will be reviewed by the Board as to their specific compatibility within the Preservation District.*

2. Sidewalk and Curb Materials : Sidewalk paving and improvements shall be appropriate to ensure compatibility with in the District.

Pioneer Square Preservation District Rules

XIII. SIDEWALK CAFES

Sidewalk cafes may not impede the flow of pedestrian traffic. Movable structural elements that can be brought back against the building wall or elements that can be removed when not in use will generally be required if some structural element is necessary. No walls or roofs of any kind are permitted to enclose sidewalk cafes. Free-standing and table umbrellas are permitted, however, the Board may limit their number and placement to ensure compatibility with transparency and signage regulations. (7/03) Planter boxes are discouraged and will be permitted only in exceptional circumstances.

Materials for any structural elements on the sidewalk should be of durable, weatherproof, and vandal-proof quality. The Board will consider the compatibility of the color and design of structural elements with the building facade and the character of the District. The maximum allowable height of structural elements, including fencing, is 42". (7/03)

090419.4 BOARD BUSINESS

090419.5 REPORT OF THE CHAIR: Alex Rolluda, Chair

090419.6 STAFF REPORT: Genna Nashem

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